

AMENDMENT TO TITLE OF INVENTION:

Please delete the Title of Invention and add the new Title of Invention as follows:

--INTERNET-BASED CONSUMER PRODUCT MARKETING COMMUNICATION AND MERCHANDISING NETWORK FOR MANAGING AND DELIVERING CONSUMER PRODUCT MARKETING AND MERCHANDISING COMMUNICATIONS DIRECTLY TO CONSUMERS USING SERVER-SIDE DRIVEN MULTI-MODE VIRTUAL KIOSKS (MMVKS) INSTALLED AT E-COMMERCE (EC) ENABLED WEBSITES ALONG ON THE WORLD WIDE WEB (WWW)--